

TwinTech Academy Business Management Solutions Pvt. Ltd organized one day seminar on Optometry Entrepreneurship - Management Skills on 29th October 2017.

An in-depth seminar on developing the entrepreneurial abilities of optometrists draws high appreciation from leading healthcare providers and professionals.

Twin Tech Academy the well known management and healthcare consultancy and solutions/ training provider, known for its trail blazing seminars and initiatives that blend core competence with managerial skills organized a one day seminar on Optometry Entrepreneurship Management Skills in association with Institute of Vision Management on 29th October 2017.

The event assumed great significance in light of the fact that dispensing of visual aids and the commercial potential of optometry- the art and science of vision have largely remained in the dark.

The objective of the seminar was to highlight the relevance of optometry in maintaining healthy vision and educating optometrists on the social need to create awareness on the same while providing them the expertise and training to make it a viable commercial proposition.



Mr A Mahalingam, Managing Director, Twin Tech Academy addressing the delegates.

Mr A Mahalingam, Managing Director, Twin Tech Academy highlighted in his welcome address that the seminar was conceived to meet the huge demand for optometry as a service in the country and also in keeping with the spirit of “ Make

in India” the self reliance mantra and initiatives of our Govt. A veteran with long years of service in various areas in the eye care industry, he underlined that ‘Entrepreneurship education’ is assuming a lot of significance and acceptance as our young men and women aspire to become ‘job providers’ and not ‘job seekers’.

He added that the field of optometry was among the least exposed/tapped in terms of commercial initiatives and as an eye care professional from an institution which pioneered the study and research in ‘Optometry’ in the country and head of a consulting and management organization he felt it was his moral/social responsibility to educate optometrists on the various career options before them apart from serving in an eye care institution. We felt that giving such exposure to the optometrists would help them significantly in choosing Optometry Entrepreneurship as a career option.



Dr Anuja R Singh, B.Optom, M Phil & Ph. D,HOD - Optometry Programs - The Sankara Nethralaya Academy – Key Note address at the seminar

The Seminar was inaugurated by Dr Anuja R Singh, HOD - Optometry Programs - the Sankara Nethralaya Academy & Program Director for the International Fellow of British Dispensing opticians (FBDO) UK. In her key note address she underlined the acute need for more optometry entrepreneurs in our country.

She had a high word of praise for Twin Tech Academy for realizing this critical need and to have conceived of this highly relevant and niche seminar addressing the same. She expressed her confidence that the seminar will throw open many challenging and remunerating options to the delegates and they will be highly benefitted from this unique seminar.

Eminent experts and professionals with proven experience in the field of Business and Entrepreneurship gave valuable insights into business in the current era with particular emphasis on optometry, with key sessions such as ‘Optometry - Management Perspectives’, Marketing Plans, SWOT Analysis, Customer Creation and retention, Financing of start up enterprises etc. This was followed by a real time sharing of their practical experiences in terms of challenges and solutions by successful entrepreneurs from a diverse background.



Mr Muthiah Ramanathan Director, Mind Dynamics Center, Chennai – Interactive Communication and Networking Session at the seminar.

Mr Muthiah Ramanathan, Director Mind Dynamics Centre set the stage through his illuminating session and practical applications of effective Communication skills / process. He emphasized that it is imperative for entrepreneurs to develop strong communication abilities in a highly competitive and fast market place and the need to follow the various stages of it diligently which will ensure success for their enterprises.



Dr MK Subhash Chander, MBA, Ph D(HR), CHRM, CPA, MIPOB & HRD, CCMM, ERJS & PMC Expert.HR, OD Interventions, Talent Development & Coach – Addressing the Seminar.



Mr Dinesh K Shah, Director, Savera Opticians, Chennai



Mrs V.Kiran Kumari, BSc in Optometry(BITS) ,M Phil in Optometry (BITS), EDHM (LIBA), Head - Clinic Sunayana Laser Vision Center Pvt Ltd, Chennai



Mrs Poongothai S, President - Elite School of Optometry Association & President - OATN



Mr PR Ravindran,Chartered cum Cost Accountant & Former CGM - Sankara Nethralaya



Mrs.Savita Sampath,Proprietor and Consultant Optometrist, Eyeful Optometry Clinic, Chennai.



Mrs. Meena Parekh, Proprietor and Consultant Optometrist, Focus Optics & Contact Lens Center



Prof R Ramakrishnan, Director –Strategy, TwinTech Academy Business Management Solutions



Mr Sanjai H Mehta – Tower Optics & Director, Institute of Vision Management, Chennai



Mr SSGK Murali, Prof of Management /Marketing



Panel Members at the Seminar – Challenges and Trends in Optical Business.



Speakers with Dr K Ravishankar – Chief Guest for Valedictory & Panel Discussion.



Delegates attending at the Seminar



Group Photos – Faculty & Delegates



Students with Dr KRS and Faculty



Group Photo with Dr K Ravishankar



Dr K Ravi Shankar, MBBS, DO, DNB, FRCS Ed (Edin), M.Med (S'pore), Founder / Medical Director, Sri Ramana Eye Centre, Chennai

Dr K Ravi Shankar, MBBS, DO, DNB, FRCS Ed (Edin), M.Med (S'pore) – Founder / Medical Director, Sri Ramana Eye Centre, Chennai (Formerly Chief Executive Officer – Sankara Nethralaya, Medical Research Foundation, Chennai) in his valedictory address stressed the national and global imperatives of entrepreneurship in an ever dynamic economic scenario and observed that therefore it was in the fitness of things that Twin Tech Academy is conducting such a highly relevant and wonderful program.

The niche seminar on a niche area of eye care services had a strong impact on the large number of young eye care professionals comprising of Optometrists, Ophthalmologists and Optometry interns, attending it.



'India needs more optometry entrepreneurs'

Chennai: There is an acute need for more optometry entrepreneurs in our country, said Dr Anuja R Singh, head of department, optometry programs, Sankara Nethralaya Academy and program director for the International Fellow of British Dispensing opticians (FBDO) UK.

She said this after she inaugurated a one day seminar on Optometry Entrepreneurship Management Skills, organized by Twin Tech Academy in association with Institute of Vision Management. She hailed the academy for realizing the need for optometry entrepreneurs and to have conceived of the seminar addressing the same. She expressed confidence that the seminar will throw open many challenging and remunerating options to the delegates.



A Mahalingam, Managing Director, Twin Tech Academy, highlighted in his welcome address that the seminar was conceived to meet the huge demand for optometry as a service in the country and also in keeping with the spirit of 'Make in India' the self reliance mantra of the government.

He underlined that 'Entrepreneurship education' is assuming a lot of significance and acceptance as our young men and women aspire to become 'job providers' and not 'job seekers'. He added that the field of optometry was among the least exposed/tapped in terms of commercial initiatives. "Giving exposure to optometrists would help them significantly in choosing optometry entrepreneurship as a career option," he said.

<http://www.eenaduindia.com/states/tamil-nadu/2017/10/30120223/India-needs-more-optometry-entrepreneurs.vpf>

Photo Gallery for the Seminar

<https://photos.app.goo.gl/9Xr82hGdC69hsRF22>

Compiled by

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